

List Profile for: Industry Search Manufacturing & Industrial

List Type: Business

What's This List About?

This is now the largest opt-in email database in the Australian manufacturing and industrial sector. Email Campaigns are popular in generating high-impact exposure for; Product Launches, Events, Special Offers and other activities.

Why these direct response campaigns are so effective:

-Only one sent per week - By limiting the number of Email Campaigns sent to subscribers we maintain their confidence and attention.

-Branded as coming from Industry Search - The loyal audience trusts information they receive from industrySearch® as opposed to intrusive unidentified list rentals.

-Targeted audience of decision makers - 30% CEO's and MD's, 20% Sales & Marketing Managers, 30% Senior level decision makers.

-Proven response rates - Software, automation, packaging, materials handling, metalworking and other suppliers continuously re-book Email Campaigns.

Pricing & Selections

ex GST

of records Over 30,000 members

SUMMARY OF COMPANY SIZE

39% - Small Enterprise
29% - Medium Enterprise
31% - Large Enterprise

JOB FUNCTION

3.7 % Account Managers
1.7 % Branch Managers
8.2 % Business Dev Managers
1.4 % CAD/CAM Engineers
13.2 % Engineers
8.5 % Consultants
1.2 % Contractors/Tradesman
27.4 % Director/CEOs
4.9 % General Managers
3.9 % IT Manager/CIOs
4.7 % Logistics Managers
0.5 % Maintenance Managers
2.9 % Analysts
5.0 % Purchasing Officers
0.3 % Quality Assurance
1.6 % R&D/Product Development
2.0 % Sales
2.2 % Warehouse/Factory Managers
4.6 % Marketing Managers

INDUSTRY SECTOR

Chemicals and petroleum
Automation and control
Building and construction
Communications, Computers, Software and IT
Consumable supplies
Electrical
Engineering
Financial services
General manufacturing
Government
Import, export, trade services
Maintenance
Industrial technology
Metalworking
Mining and minerals
Packaging
Plant operations
Plastics and rubber, Raw materials, Wood and paper products
Textiles, clothing and footwear
Transport, shipping and logistics

Pricing Email Blast to whole or half list 30c per record

Minimum order of 11,000 emails

Selections None. Blast to whole of half of list

Deliverability 100%

Terms & Restrictions
- Broadcast done by list owner
- Campaigns must offer something of value to the list members

Format Your HTML email supplied to us

Turnaround List heavily booked. Allow 4 weeks notice (please ask about urgent campaigns)

Payment Pre payment (unless otherwise negotiated).

Anything Else I Need To Know?

Delivery Format & Turnaround